

Amendments to the Claims

The listing of claims will replace all prior versions, and listings of claims in the application.

1. (Currently Amended) A weather-based decision system for providing business recommendations based on a set of weather driven demand data, comprising:
  - a confidence level filter for assigning a confidence level to data within the set of weather driven demand data;
  - an opportunity matrix filter coupled to said confidence level filter for assigning an opportunity level to data within the set of weather driven demand data;
  - a weather decision point generator coupled to said opportunity matrix filter for generating weather decision points;
  - a business rule recommendation engine coupled to said weather decision point generator for providing a business recommendation; and
  - a business rules knowledge database coupled to said business rule recommendation engine that contains business rules;

wherein the weather driven demand data indicates how a business activity is influenced by one or more weather elements.

2. (Original) The weather-based decision system of claim 1, further comprising a graphical user interface for displaying weather driven data, weather decision points and business recommendations generated by said business rule recommendation engine.

3. (Original) The weather-based decision system of claim 1, further comprising an external database interface that can be used to access one or more external databases.

4. (Original) The weather-based decision system of claim 1, wherein said confidence level filter assigns a confidence level to weather driven demand data based on a probability that a weather element forecast is accurate.

5. (Original) The weather-based decision system of claim 1, wherein said confidence level filter assigns a confidence level to weather driven demand data based on the strength of the correlation between a product being considered and one or more weather elements.

6. (Original) The weather-based decision system of claim 1, wherein said weather decision point generator generates weather decision points by examining a weather element forecast confidence level, a weather element forecast and opportunity level for a weather driven demand data point.

7. (Currently Amended) A method of generating a business recommendation for a business activity based on one or more weather elements, comprising:

- (a) receiving a weather element relationship for a business activity;
- (b) receiving weather driven demand data for a set of time periods;

- (c) assigning opportunity measures to each of the data points within the weather driven demand data;
  - (d) identifying weather decision points based on opportunity measures associated with a weather driven demand data point; and
  - (e) applying business weather rules to the weather decision points identified in step (d), thereby generating the business recommendation;
- wherein the weather driven demand data indicates how a business activity is influenced by one or more weather elements.

8. (Original) The method of claim 7, further comprising:

- (f) assigning weather element relationship confidence levels for weather driven demand data, wherein step (d) further comprises using the weather element relationship confidence levels to identify weather decision points.

9. (Original) The method of claim 7, further comprising:

- (f) assigning a weather element forecast confidence level, wherein step (d) further comprises using the weather element forecast confidence levels to identify weather decision points.

10. (New) The weather-based decision system of claim 4, wherein said probability is based on a relationship between the weather element forecast and at least one weather element prediction.

11. (New) The weather-based decision system of claim 10, wherein at least one said weather element prediction is based upon trends in weather element measurements.

12. (New) The method of claim 7, wherein step (a) comprises:  
receiving a plurality of weather element relationships for a business activity.

13. (New) The method of claim 7, further comprising:  
(f) assigning weather element relationship confidence levels by geographic location for weather driven demand data, wherein step (d) further comprises using the weather element relationship confidence levels to identify weather decision points.

14. (New) The method of claim 7, further comprising:  
(f) assigning weather element relationship confidence levels by time period for the weather driven demand data, wherein step (d) comprises using the weather element relationship confidence levels to identify weather decision points.

15. (New) The method of claim 7, further comprising:  
(f) assigning a weather element forecast confidence level by geographic location, wherein step (d) comprises using the weather element forecast confidence levels to identify weather decision points.

16. (New) The method of claim 7, further comprising:

(f) assigning a weather element forecast confidence level by time period, wherein step (d) further comprises using the weather element forecast confidence levels to identify weather decision points.

17. (New) The method of claim 7, wherein step (d) further comprises using opportunity matrix rules generated from historical business activity results that were influenced by weather elements to provide said opportunity measures.

18. (New) The method of claim 8, wherein step (f) further comprises assigning the weather element relationship confidence levels based on the strength of the correlation between a product or service being considered and one or more weather elements.

19. (New) The method of claim 9, wherein step (f) further comprises using the relationship between the weather element forecast and at least one weather element prediction to determine the weather element forecast confidence level.

20. (New) The method of claim 19, wherein step (f) further comprises using trends in weather element measurements to determine at least one weather element prediction.

21. (New) The weather-based decision system of claim 1, wherein said confidence level filter assigns a confidence level to weather driven demand data based on the strength of the correlation between a service being considered and one or more weather elements.